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CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

JANUARY 16, 1989

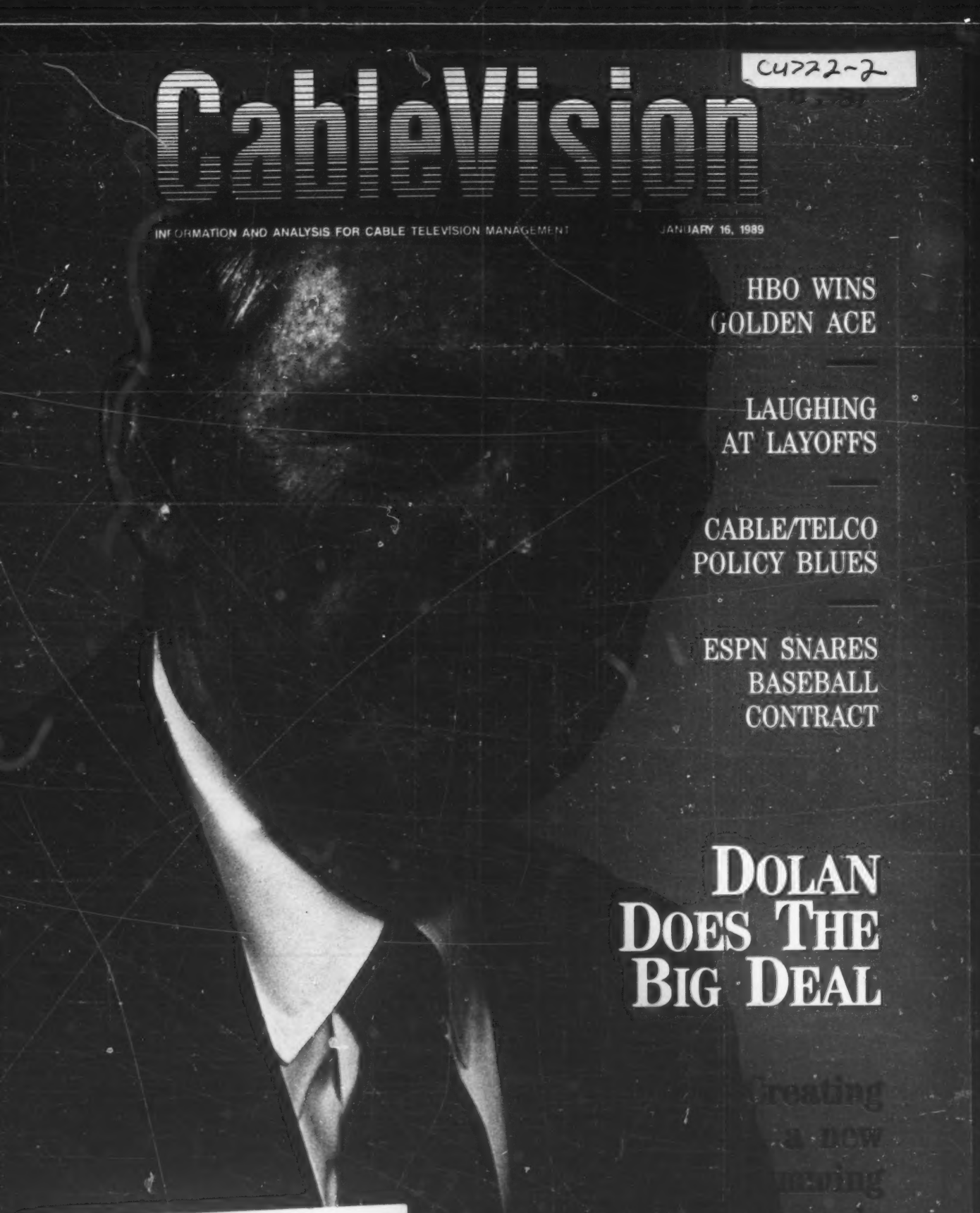
HBO WINS GOLDEN ACE

LAUGHING AT LAYOFFS

CABLE/TELCO POLICY BLUES

ESPN SNARES BASEBALL CONTRACT

DOLAN DOES THE BIG DEAL



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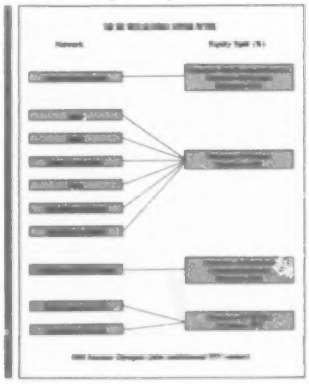

Banking on a blossoming PPV business

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COVER PHOTOGRAPH

Cablevision's Chuck Dolan achieves an Olympic feat

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What's On The Pays/January

Cinemax

New Movies

TITLE	MPAA RATING	DISTRIBUTOR
A Prize Of Gold	NR	Columbia
Action Jackson	R	Lorimar
Arrowhead	NR	Paramount
Big Shots	PG-13	Lorimar
Broken Noses	NR	Kitt
The 5,000 Fingers of Dr. T	NR	Columbia
Friday The 13th-A New Beginning	R	Columbia
Golden Boy	NR	Columbia
Housekeeping	PG-13	Columbia
Inside Out	R	Hemdale
Leonard, Part 6	PG	Columbia
The Monster Squad	PG-13	Tri-Star
Real Men	PG-13	MGM/UA
The Serpent & The Rainbow	R	Universal

Original Programming/Specials

Comedy Experiment: Greetings From Gilbert
Crazy About The Movies: Elvis '56

Highlights

Eleni	PG	Warner Bros.
I've Heard The Mermaids Singing	NR	Miramax
Vintage Performace: Jimi Hendrix		
Wall Street	R	20th Century-Fox

Wall Street

The Disney Channel

New Movies

TITLE	MPAA RATING	DISTRIBUTOR
Adventures Of The Magnificent 6½	NR	Miramax
The Biggles: Adventures In Time	PG	New Century
The Chipmunk Adventure	G	Sam Goldwyn
The Dog Who Stopped The War	G	Miramax
Dot & The Smugglers	NR	Cori Films
Eyes Of The Amaryllis	NR	Coe Films
Golden Treasure	NR	Miramax
Hero In The Family	NR	Disney
Hockey Night	NR	LBS
I-Man	NR	Disney
The Peanut Butter Solution	NR	HBO
Peter & The Wolf & Other Tales	NR	Les Communications
Puss-In-Boots	G	Cannon
Shipwreck	G	Paramount
Unico In The Island Of Magic	NR	Sanrio
The Young Magician	NR	Miramax

Original Programming/Specials

DTV 2
Grand Canyon: Ampitheater Of The Gods
A Young People's Concert With Raffi

Highlights

The Boy Who Could Fly	PG	Lorimar
Mary Martin's Sound Of American Musicals		
Mickey Goes To Moscow		
Russkies	PG	New Century

Mickey Goes To Moscow

HBO

New Movies

TITLE	MPAA RATING	DISTRIBUTOR
A Prayer For The Dying	R	Sam Goldwyn
Action Jackson	R	Lorimar
Amazon Women On The Moon	R	Universal
The Biggles: Adventures In Time	PG	New Century
Born In East L.A.	R	Universal
Cold Steel	R	Cinetel
Date With An Angel	PG	DEG
Double Exposure	R	Taurus

Happy New Year	PG	Columbia
The Hidden	R	Universal
Ishtar	PG-13	Columbia
Less Than Zero	R	20th Century-Fox
Private Investigation	R	MGM/UA
Return To Salem's Lot	R	Warner Bros.
Taffin	R	MGM/UA

Original Programming/Specials

Encyclopedia (new episodes)
1st & Ten (new episodes)
Imprints: Jeff Bridges
Not Necessarily The Year In Review
Smoking: Everything You & Your Family Need To Know

Highlights

Empire Of The Sun	PG	Warner Bros.
Hope & Glory	PG	Columbia
Nuts	R	Warner Bros.
Wall Street	R	20th Century-Fox

Empire Of The Sun

The Movie Channel

New Movies

TITLE	MPAA RATING	DISTRIBUTOR
A Man In Love	R	Cinecom
Aladdin	PG	Cannon
Annihilator	NR	Universal
Applause	NR	Universal
Applause	NR	Universal
Armed Republic	R	Cinetel
The Biggles: Adventures In Time	PG	New Century
Crazy Moon	PG-13	Miramax
Death Wish IV: The Crackdown	R	Cannon
Dirty Laundry	PG-13	Skouras
Dusty	NR	Castle Hill
Foreign Body	PG-13	Orion
Home Is Where The Heart Is	PG-13	Atlantic
North Shore	PG	Universal
The Penitent	PG-13	Catalco
The Serpent & The Rainbow	R	Universal
Something Wild	R	Orion

Original Programming/Specials

Firstworks: Oliver Stone

Highlights

Braddock: Missing In Action III	R	Cannon
Hail! Hail! Rock 'N' Roll	PG	Universal
Throw Momma From The Train	PG-13	Orion
Wall Street	R	20th Century-Fox

Hail! Hail! Rock 'n' Roll

Showtime

New Movies

TITLE	MPAA RATING	DISTRIBUTOR
Death Wish IV: The Crackdown	R	Cannon
The Garbage Pail Kids Movie	PG	Atlantic
King Kong Lives	PG-13	DEG
The Puppetoon Movie	NR	Leibovitz
The Serpent & The Rainbow	R	Universal
Something Wild	R	Orion
Somewhere, Tomorrow	PG	Film Gallery
Under Cover	R	Cannon
Wish You Were Here	R	Atlantic

Original Programming/Specials

Brothers (new episodes)
A Comedy Celebration: The Comedy & Magic Club's 10th Anniversary
The Case Of The Courtroom Legends
It's Garry Shandling's Show (new episodes)
Super Dave (new episodes)

Highlights

D.O.A.	R	Touchstone
Gloria Estefan & Miami Sound Machine		
Throw Momma From The Train	PG-13	Orion
Wall Street	R	20th Century-Fox

Throw Momma From The Train

Pay-Per-View Supply Chart

January

Appointment With Death — Source: Cannon
MPAA Rating: PG — Running Time: 102 mins.
Cast: Peter Ustinov, Lauren Bacall, Carrie Fisher

Arthur 2 On The Rocks — Source: Warner Bros.
MPAA Rating: PG — Running Time: 112 mins.
Cast: Dudley Moore, Liza Minnelli, John Gielgud

Big Top Pee-Wee — Source: Paramount
MPAA Rating: PG — Running Time: 111 mins.
Cast: Pee-Wee Herman (Paul Reubens), Valeria Golino, Penelope Ann Miller

Colors — Source: Orion
MPAA Rating: R — Running Time: 120 mins.
Cast: Robert Duvall, Sean Penn, Maria Conchita Alonso

Danger Zone II: Reaper's Revenge — Source: Skouras
MPAA Rating: R — Running Time: 95 mins.
Cast: Jason Williams, Robert Random

The Drifter — Source: Concorde
MPAA Rating: R — Running Time: 89 mins.
Cast: Kim Delaney, Timothy Bottoms, Al Shannon

Freeway — Source: New World
MPAA Rating: R — Running Time: 92 mins.
Cast: Richard Belzer, Darlane Fluegel, James Russo

It Takes Two — Source: MGM/UA
MPAA Rating: PG-13 — Running Time: 78 mins.
Cast: George Newbern, Leslie Hope

Killer Klowns From Outer Space — Source: HBO
MPAA Rating: PG-13 — Running Time: 88 mins.
Cast: Grant Cramer, Peter Licassi, John Allen Nelson, Suzanne Snyder

License To Drive — Source: 20th Century-Fox
MPAA Rating: PG-13 — Running Time: 90 mins.
Cast: Corey Haim, Corey Feldman, Carol Kane

Lurkers — Source: Crown
MPAA Rating: R — Running Time: 90 mins.
Cast: Christine Moore, Gary Warner

Midnight Crossing — Source: Vestron
MPAA Rating: R — Running Time: 94 mins.
Cast: Faye Dunaway, Daniel J. Travanti, Ned Beatty

Monkey Shines — Source: Orion
MPAA Rating: R — Running Time: 113 mins.
Cast: Jason Beghe

The Nest — Source: Concorde
MPAA Rating: R — Running Time: 87 mins.
Cast: Robert Lansing, Lisa Langlois, Franc Luz

The Rescue — Source: Disney
MPAA Rating: PG — Running Time: 87 mins.
Cast: Charles Haid, Kevin Dillon, Marc Price

Short Circuit II — Source: Columbia
MPAA Rating: PG — Running Time: 110 mins.
Cast: Cynthia Gibb, Michael McKean, Fisher Stevens

Slamdance — Source: Island
MPAA Rating: R — Running Time: 99 mins.
Cast: Tom Hulce, Mary Elizabeth Mastrantonio, Virgina Madsen

Snow White & The Seven Dwarfs — Source: Cannon
MPAA Rating: G — Running Time: 85 mins.
Cast: Diana Rigg, Billy Barty

Three Men And A Baby — Source: Touchstone
MPAA Rating: PG — Running Time: 103 mins.
Cast: Ted Danson, Steve Guttenberg, Tom Sellick

Viper — Source: Fries
MPAA Rating: R — Running Time: 100 mins.
Cast: Linda Purl, James Tolkan

Whoops Apocalypse — Source: MGM/UA
MPAA Rating: R — Running Time: 91 mins.
Cast: Loretta Swit, Peter Cook

February

The Blob — Source: Tri-Star
MPAA Rating: R — Running Time: 95 mins.
Cast: Kevin Dillon, Shawnee Smith, Donovan Leitch, Candy Clark

Demons II — Source: Imperial
MPAA Rating: R — Running Time: 88 mins.
Cast: David Knight, Bobby Rhodes, Virginia Bryant

Die Hard — Source: 20th Century-Fox
MPAA Rating: R — Running Time: * mins.
Cast: Bruce Willis

Fear — Source: Cinetel
MPAA Rating: R — Running Time: 96 mins.
Cast: Cliff De Young, Kay Lenz, Frank Stallone

The Great Outdoors — Source: Universal
MPAA Rating: R — Running Time: * mins.
Cast: Dan Aykroyd, John Candy

The Lighthorsemen — Source: Sage
MPAA Rating: PG — Running Time: 116 mins.
Cast: Anthony Andrews, Signd Thornton

Phantasm II — Source: Carolco
MPAA Rating: R — Running Time: 104 mins.
Cast: Arnold Schwarzenegger, Jim Belushi, Peter Boyle

Vibes — Source: Columbia
MPAA Rating: PG — Running Time: 100 mins.
Cast: Jeff Goldblum, Cyndi Lauper, Peter Falk

Young Guns — Source: 20th Century-Fox
MPAA Rating: R — Running Time: 107 mins.
Cast: Emilio Estevez, Lou Diamond Phillips, Charlie Sheen, Kiefer Sutherland

Note: Running times are approximate.
NR indicates film not rated by MPAA.
* Unavailable at presstime.

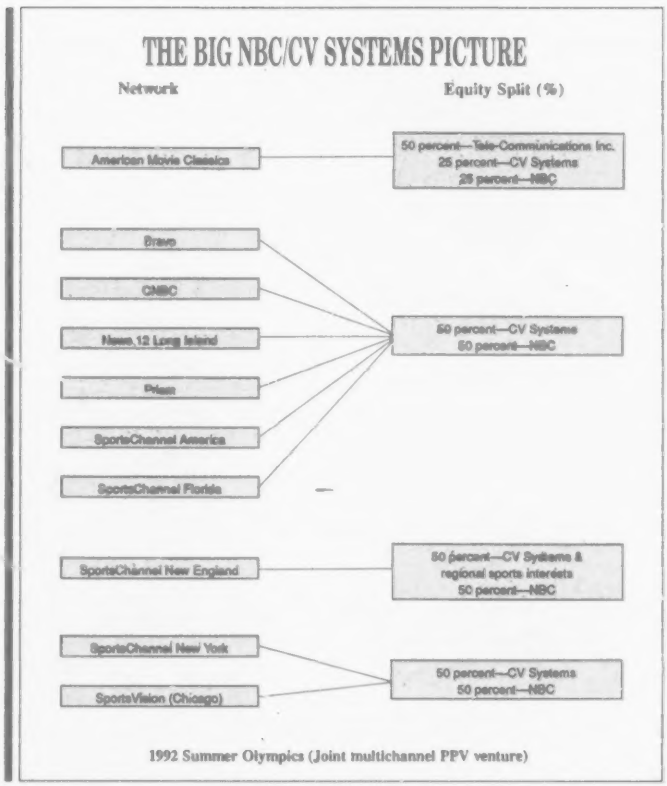
Film information provided to International Thomson Communications Inc. by distributors.

Pay-Per-View Services Profile

	LAUNCH	DELIVERY	ENCRYPTION	PROGRAMMING	SUBSCRIBERS
Cable Video Store	April 1, 1986	Galaxy I, tr.5	VideoCipher II	Movies, how-to's, special events.	1,000,000
Playboy On Demand	September 1, 1987	Satcom IV, tr.24	VideoCipher II	Original Playboy programs and adult motion pictures.	1,300,000
Request Television	November 27, 1985	R-1: Satcom III-R, tr.19 R-2: Satcom III-R, tr.4	VideoCipher II	Two channels offering movies and special events	3,3000,000
Tuxxedo Network	December 1, 1987	Galaxy III, tr. 10	VideoCipher II	Adult movies and special events.	300,000
Viewer's Choice	November 26, 1985	VC-1: Galaxy III, tr. 21, VC-2: Galaxy III, tr. 18	VideoCipher II	Two channels of movies and special events	4,600,000
Zap! Movies	June 5, 1986	Spacenet II, tr.1,3,11,23	VideoCipher II	Channel 1: movies. Channel 2: Cult movies, and rental video favorites. Channel 3: Additional plays of Chs. 1/2 titles. Channel 4: previes and barker information.	60,000

NBC pays a bonus for a cable beachhead

By Simon Applebaum



NBC's joint venture with Cablevision Systems represents a high-priced but apparently sound effort by the network to establish a substantial beachhead in cable programming.

While many analysts and senior industry officers stand by that opinion, there's growing sentiment that the deal—in which NBC receives half-ownership of most of the channels controlled by the 10th-largest MSO in exchange for $137.5 million and 50 percent of CNBC—will be overshadowed by the NBC/Cablevision Systems proposal to cablecast 150 hours of 1992 Summer Olympics through a multichannel pay-per-view service. For some, NBC's economic gamble, large as it is, appears trivial compared to the possible public policy controversy that could envelop that part of the deal.

When the agreement is completed over the next few weeks, NBC will become the second broadcast network in four years to enter a joint venture with Cablevision Systems. At the start of 1985, CBS agreed to pay $57 million for one-third ownership of several SportsChannel regional networks plus half of Rainbow Program Enterprises. Hopes were high then that CBS would treat its buy as the foundation of the kind of cable empire that failed to materialize with CBS Cable several years earlier. But by 1987 CBS's priorities had changed and it sold its interests back to Cablevision and the Washington Post Co., then a SportsChannel co-owner.

"CBS was half-hearted about its position there and viewed the investment that way," says Raymond Katz, media analyst with Mabon, Nugent & Co. "Whether you believe the price NBC paid on the agreement was fair or not, you can be sure about one thing—they will bring a lot more to the table than CBS. Look at what happened up front. NBC will split the Olympics with cable. During their ownership time, CBS never brought product to (SportsChannel or Rainbow)."

Supporters of Katz's view believe that programming will be just one side of NBC's alliance with Cablevision. With a large, experienced affiliate relations staff in place, the network may help design marketing strategies that improve penetration of Rainbow and SportsChannel-distributed services, especially Bravo, which only has 350 outlets in its count, and SportsChannel America, which continues to struggle with affiliate ties as it undertakes expansion to a nightly format this month. And the newsgathering forces of NBC and its local affiliates offer instant synergistic possibilities for CV's News 12, now almost certain to make the transition from a pure Long Island novelty to a chain of 24-hour regional news channels.

Equally certain: NBC finally holds the cable trump card it has long

PPV ENVIRONMENT 1988-92

	Addressable Homes	PPV Revenues (millions)
1988	15.3 million	$ 210.7
1989	18.4 million	348.3
1990	22.2 million	512.1
1991	26.3 million	734.6
1992	30.5 million	1,020.8

desired. Senior executives there have discussed equity stakes with a variety of programmers during the last two years. Turner Broadcasting was the target at one point; Movietime, FNN and ACTV were approached at other times. But those talks never bore fruit. Last summer NBC changed tactics with the formation of NBC Cable. In short order, the division created CNBC and purchased investments in Interactive Game Network and NuCable Resources. Discussions with Cablevision Systems began in early November and intensified shortly before the Western Show, when the MSO agreed to offer CNBC.

Bill Daniels, chairman of Daniels & Associates, says he isn't surprised by the price. "NBC is paying a bonus to get in, but anyone who comes in at this point is going to do that. This deal was not struck on dollars, but on hope in the future."

No one echoes that view of the future better than Tom Rogers, NBC Cable's chief, who has touted the need for a strong industry connection in forum after forum the last few months. At *CableVision*'s recent Leadership Roundtable (*CV* 1/2/89, p. 26), Rogers declared that broadcasters must obtain multiple outlets via cable. "Each of the networks has a stake in making sure that their product is before as many viewers as possible, and in the future that's going to require more shelf space. You can't simply rely on being a single channel as a way of aggregating audience."

Rogers restructured those thoughts during a conference call with reporters following announcement of the deal with Cablevision. "When you combine the

color of a Rainbow with the color of a peacock, you get something pretty exciting with a lot of pizazz," Rogers said. "If there were any doubts about the fact that we're committed to cable, given where we were with CNBC, this makes a strong statement that we want to be a major player. We are not, by any means, trying to recreate the notion of a general broadcast network in cable. Instead, we're trying to provide multiple avenues of quality programming into the home. The bottom line is, the cable audience expects a lot more choices. For us to serve that audience, we have to expand the menu of quality services we make available to the viewer."

'If there were any doubts about the fact that we're committed to cable, given where we were with CNBC, this makes a strong statement that we want to be a major player.'

—NBC's Tom Rogers

"The breadth of the deal may surprise some people," media analyst Katz says, referring to the equity ownerships and the Olympics FPV contract. "But given that GE has a mandate to get into the business and they work in a decentralized manner, it's less surprising."

Some executives are questioning NBC's publicly-stated intentions of becoming a loyal industry player, using the Cablevision Systems deal to make their points. Financial News Network President David Meister, who participated in equity negotiations with NBC, says the agreement will raise more questions than answers among operators. FNN has been fighting to keep affiliates from defecting to CNBC because some operators assume that the two services will have roughly the same format. FNN's Score mini-service faces new competition on weekends from CNBC as well as SportsChannel America. CNBC executives argue that their network, which is to launch April 15, will not duplicate FNN. "A large number of operators will be circumspect regarding NBC's cable role. They may look at all this with a little bit of skepticism, because what it could come down to is being benevolent in letting a broadcaster shore up in cable for protection. When it comes down to long-term agenda, the first priority is broadcasting," Meister suggests.

Another loyalty test could come in the sports arena, where NBC now has two cable avenues through which to funnel programming. Will SportsChannel America become the favorite path, or will that tag belong to CNBC? Mike Eskridge, president of CNBC, doesn't see an internal battle brewing. "We may reexamine our sports coverage priorities as a result of this agreement, but in the broad sense, there will be no change at all," he says.

But most analysts agree that the ultimate loyalty conflict is just ahead, in the form of the Olympics coverage plan. At the moment, NBC and Cablevision Systems intend to present 150 hours of PPV Olympics fare, spread over two or three channels, compared with 160 hours broadcast on NBC. With the broadcast/cable combo, NBC expects to make a profit on its $401 million bid for the games.

To accomplish that, NBC and Cablevision want to sell the PPV coverage to homes in several ways—per event, per day or the complete package, at prices ranging from $25 to $100. Based on an estimated addressable universe of 25 million homes by 1992, NBC Sports officials forecast that an Olympics PPV audience of three to five million households paying $100 apiece would gross $300 to $500 million in revenues. Cablevision Systems would get a revenue split along with participating affiliates, but according to one published report, the MSO could suffer as much as a $50 million deficit if revenues don't match projections.

At first, NBC was encouraged by the International Olympic Committee to go for a basic cable package. But after some debate, network executives decided on PPV after concluding that laying off some coverage on a basic channel would dilute advertising sales for its broadcast coverage. And following Western Show remarks by Cablevision Chairman Charles Dolan predicting that systems ultimately would adopt usage-based subscriber rates rather than straight pay or basic, NBC figured that Cablevision would go

for a PPV plan without many strings attached.

Two factors will figure prominently in how NBC/Cablevision Systems make out on the venture: how many PPV-capable homes will be on line in 1992 and the attractiveness of PPV Olympics. Newly-compiled numbers from Paul Kagan Associates indicate that the available base may be bigger than expected; instead of 25 million homes to play with, the partners could have at least 30.5 million homes. And by that time, Kagan believes, PPV could be generating upwards of $1 billion in revenues, up from $210.7 million in 1988 and an expected $348.3 million this year.

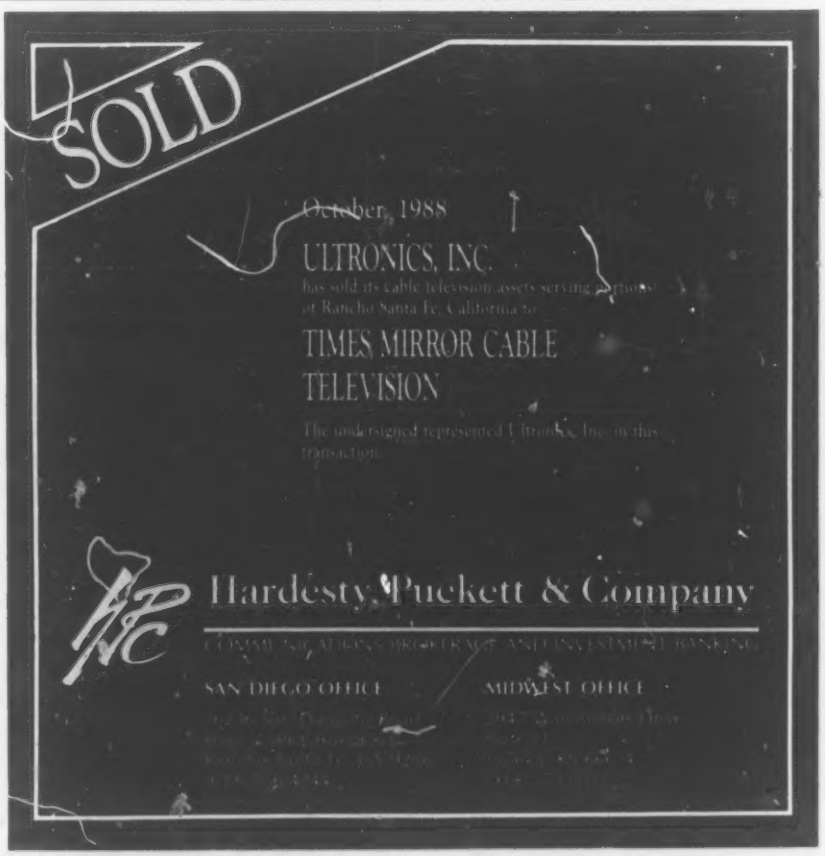
However, at least on NBC's side, there's every indication that the glamour Olympics events will be carried on broadcast, while preliminaries in the majors and less-covered sports will be offered on pay-per-view. "PPV will allow the sophisticated viewers to see what they want," NBC Sports President Arthur Watson said in one published interview. Watson also noted that NBC's coverage will encompass prime time, late afternoons and late nights, leaving PPV with other times to fill. Furthermore, the PPV coverage will not overlap with NBC's offerings, according to network officials.

And there the dilemma starts, according to Daniels. In order to get the maximum PPV household penetration, the venture must offer more than preliminaries and esoteric competitions. If not, most operators could nix the package. But any effort to allocate big events to PPV could touch off a firestorm of protest among NBC's broadcast affiliates.

"I'm not the least bit excited about the concept as it now stands," Daniels declares. "I don't want to pay $2 for the rowing semi-finals. As a viewer, the finals of that sport won't excite me; the boxing finals will." Complicating all this is the the six-hour time difference between the Eastern U.S. and Barcelona, forcing NBC to present tape-delayed prime time coverage of the games. Past Nielsen ratings suggest that tape-delayed Olympics attract lower ratings than live events. But, ironically, PPV figures to be the one constant home for live 1992 Summer Games coverage, since U.S. daytime is in sync with Barcelona evenings. Then again, will NBC and Cablevision allow PPV to get first crack at the big events as they happen live? And if so, will that cut into NBC's ratings?

Then there's the availability issue. Even with up to 30 million PPV-equipped homes, 70 million homes may not be cabled or PPV-capable. Some analysts argue that die-hard Olympics fans who want increased coverage and find themselves shut out because of technicalities of one sort or another could take their case to lawmakers.

By apparently making PPV daytime-only, NBC and Cablevision Systems may be inviting trouble, public policy and otherwise. "They will have a hard-core PPV audience, but it's automatically limited by the number of people who normally watch at that time, and we can give evidence to that. The big concern is how the Tim Wirths and other D.C. people feel about it. There's no simple answer," Meister says.

Rogers rejects the attitude, contending that the package will appeal to those inside the Beltway as well as the public at large. "What Congress is more concerned about is

diversity and developing new technologies. This provides additional programming which never would have been available to the consumer otherwise. This is pro-choice and pro-consumer, just the kind of thing public policy makers have been looking for. And for operators, this presents a fantastic initiative. For a long time, PPV has essentially languished. Nothing has been done on this scale to spawn its development." "By virtue of this plan, we'll expose the Olympics to a far greater audience," echoes Eskridge. "We're going to do on broadcast what we were going to do anyway in Barcelona. We're increasing inventory, not restricting it."

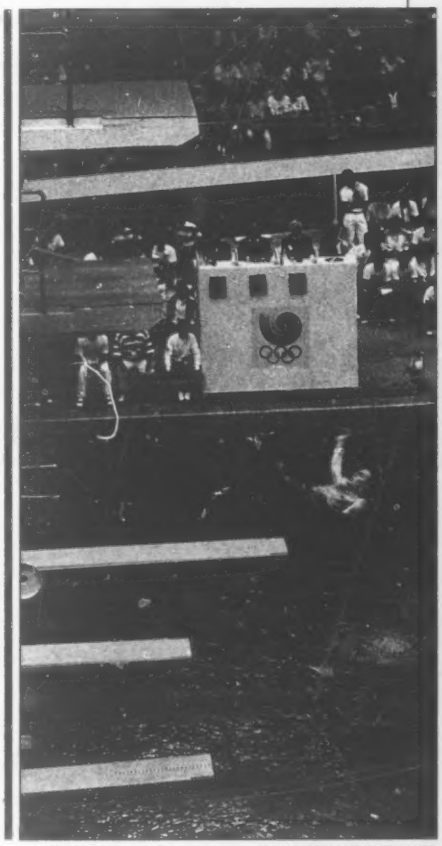
For the moment, the FCC has no plans to investigate any aspect of the NBC/Cablevision Systems partnership. But the Olympics PPV aspect is expected to spark concern on Capitol Hill when lawmakers return from adjournment. Off-the-cuff reactions were anticipated from some congressional leaders attending last week's INTV convention.

"ABC owns 80 percent of ESPN, so if NBC wants to get into the same sort of arrangement with cable, I don't think we will step in and say it's a bad thing," said one FCC official prior to the holiday recess.

Mabon Nugent's Katz forsees an ongoing industry drama with many twists. "It's presumptious to think that NBC or Dolan have all the answers, although they feel the gamble is good. There are a lot of moving pieces, so this resolution is going to take shape over time. The good thing is that Dolan has smarts and can react in a changing macro-environment."

And Daniels suggests that before the final resolution, PPV may be scrapped for something else. "You may see a compromise in the form of a temporary pay tier. It's complicated—but it could be done."

In the end, the most uncompli-



COURTESY NBC SPORTS

A diver plunges for glory in Seoul; NBC and Cablevision Systems will try to hit the mark with pay-per-view from Barcelona.

cated thing about NBC and Cablevision Systems' joint venture may be the equity share amounts. Fifty percent is NBC's level for all but American Movie Classics. With Tele-Communications Inc. not about to reduce its half-ownership of the service, NBC and Cablevision will satisfy themselves with 25 percent splits. ■

$92,500,000

MARYLAND CABLE CORP.

An Affiliate of
ML Media Opportunity Partners, L.P.

Revolving Credit/Term Loan Facility

Funds Provided By:

Citibank, N.A.
as Agent

November 1988

CITICORP

Quarterly Earnings Report

Dollar amount in thousands

Company (Quarter/Fiscal Year)	Revenues	% change from prior year	Operating Profit	% Change	Net Income	% Change
ATC (3rd/88)	$205,210	13.69	$32,325	-22.58	$ 9,649	-26.15
Cablevision Systems (3rd/88)	126,885	69	-1,313	-1087.10	117,478	-367.9
Centel (3rd/88)	325,522	5.1	71,940	-14.76	37,313	-4.75
Centel Cable (3rd/88)	38,611	18.75	5,156	77.61	2,334	N.A.
Century Comm. (N.A.)	43,603	9.9	9,706	14.5	-2,198	-1.3
C-Cor Electronics (1st/89)	12,219	63.86	N.A.	N.A.	1,066	375.35
Heritage Media (3rd/88)	11,530	20.5	4,196	19.4	2,187	63
Home Shopping Network (1st/89)	200,600	8	26,300	20	10,900	252
Jones Intercable (1st/89)	14,495	81	7,263	35	-5,211	-502
Jones Intercsable Investors (3rd/88)	6,902	17	-2,439	-4	-3,276	8
Jones Spacelink (1st/89)	15,590	86	7,266	42	-1,793	-228
Knight-Ridder (3rd/88)	503,126	5.79	58,213	-10.11	31,998	-4.34
Multimedia (3rd/88)	107,952	5.33	35,425	8.85	4,455	-9.82
NY Times (3rd/88)	404,149	-5.7	38,820	-33.99	26,682	-18.15
Oak Communications (3rd/88)	48,442	4.6	3,860	-33.6	3,860	-33.6
QVC Network (3rd/88)	50,310	47	3,426	73	3,005	73.5
Scientific-Atlanta (1st/89)	124,944	-3	10,519	11	6,732	14
Scripps-Howard (3rd/88)	64,915	18.21	11,455	14.95	2,450	-4.18
Tele-Communications Inc. (3rd/88)	624,000	31.5	244.200	34	63,700	N.A.
Texscan (2nd/89)	12,653	16	726	-18	192	-78
Time Inc. (3rd/88)	1,133,000	5.49	159,000	3.25	81,000	9.46
Times Mirror (3rd/88)	814,779	4.79	122,958	-8.05	80,965	14.68
Turner Broadcasting (3rd/88)	198,676	31	23,292	22	36,458	3
United Cable (1st/89)	72,636	19	30,111	19	3,542	631
Viacom (3rd/88)	311,561	21	29,797	-1	-56,925	-8.97
Video Jukebox Network (3rd/88)	380	725	966	1231	-175	30
Washington Post (3rd/88)	329,371	5.26	58,087	-2.11	38,060	-37.93
WestMarc Communications (3rd/88)	33,017	13.82	2,106	-68.34	-4,860	1,028.0

communications division will distribute cable converter refurbishing parts through Cable Business Associates. Jim Slade, marketing manager for the division, said the agreement was reached in order to provide additional convenience for MSO customers. Orders for Panasonic's refurbishing parts can be placed through CBA's Chicago offices.

• **CNN** will add seven new international bureaus during 1989. Athens, Brussels, Geneva and Madrid will be the new European locales; Manila and Seoul are planned for Asia and the channel's first bureau in South America will operate from Santiago, Chile. When the expansion plan is completed, CNN will have 18 international newsgathering bureaus and 27 overall.

• New buyers of **Pioneer Communications'** BA-6000 addressable converters and related equipment include Cox Cable, Jones Intercable

This notice appears as a matter of record only. December, 1988.

Sold

HURST COMMUNICATIONS, INC.

Cable Television Systems Passing 4,400 Homes and Serving 1,100 Subscribers in Lawtey, Penney Farms and Unincorporated Areas of Bradford, Clay and Putnam Counties, Florida.

To

FRIENDSHIP CABLE OF FLORIDA, INC.

An Affiliate of

BUFORD TELEVISION, INC.

The Seller was represented by the undersigned

CHARLES GREENE ASSOCIATES

Cable Television Brokerage

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CABLE STATS

Satellite Lineup

Satcom III-R (GE Americom)	**Transponder**
BET	20
Cable Radio Network	4
Cinemax (West)	23
ESPN (Blackout)	7
The Fashion Channel	1
Financial News Network	11
Genesis Storytime	3
HBO (East)	13
Home Shopping Network	22
The Learning Channel	2
Lifetime	17
Network 1 USOA	23
QVC Network	8
Request TV	4,19
Shop Television Network	5
Tempo Sound	6
Tempo Television	6
The Travel Channel	16
Trinity Broadcasting Network	3
Turner Network Television	18
TV Decisions	24
USA Network (West)	10

Satcom IV (GE Americom)	**Transponder**
Alternate View Network	10
Family Guide Network	24
Family Net	7
The Fashion Channel	14
Home Shopping Network 2	1
Home Sports Entertainment	11
Home Team Sports	22
Madison Square Garden Network	6
Movietime	17
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
The Playboy Channel	24
Playboy On Demand	24
Prevue Guide	8
Prime Ticket	20
The Silent Network	23
SportsChannel America	2,10
SportsChannel New England	23
SportsVision	9
Vision Intefaith Satellite Network	3

Satcom II-R (GE Americom)	**Transponder**
WABC	4
WCBS	2
WNBC	12

Satcom I-R (GE Americom)	**Transponder**
Digital Cable Radio	15
Home Sports Entertainment	10
KKGO	16
KTLA	16
Netlink USA	2,4,6,12,14,20
Prime Ticket Network	7
Sunshine Network	11
WSBK	2

Westar III (Western Union)	**Transponder**
CNN	5

Westar IV (Western Union)	**Transponder**
Cable News Network (CNN)	16
International Television Network	10D

Westar V (Western Union)	**Transponder**
Moody Broadcasting Network	7D
Pro-Am Sports System (PASS)	8
Zephyr Weather Information Service	7D

Telstar 303 (AT&T)	**Transponder**
American Exxxtasy	19

Galaxy I (Hughes)	**Transponder**
Arts & Entertainment Network	12
CBN Cable Network	11
Cinemax (East)	19
CNN	7
Country Music Television	13
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
Electra	18
ESPN	9
GalaVision	20
HBO (West)	1
Headline News	8
The Inspirational Network	17
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
Prevue Guide	3
Seeburg Adult Contemporary	3
Seeburg Contemporary Instrumental	3
Showtime (East)	5
Showtime (West)	16
Superstation TBS	18
Univision	6
USA Network (East, Central)	21
WGN/EPG	3
WWOR	15

Galaxy III (Hughes)	**Transponder**
ACTS Satellite Network	7
Cable Value Network	9
Cable Video Store	5
C-SPAN	24V
C-SPAN II	14V
Eternal Word Television Network	10
Galactic Radio	11
Lifetime	20
The Meadows Racing Network	17
Mind Extension University	11
MTV	17
Nick At Nite	19
Nickelodeon	19
NuStar	12
Video Hits One (VH1)	15
Viewer's Choice	21,18
The Weather Channel	13

Spacenet I (GTE)	**Transponder**
RFD TV	23
SelecTV	2

Spacenet II (GTE)	**Transponder**
SelecTV	5
Channel America	3
Zap! Movies 1,2,3	2,1,12
Zap! Previews	6

Spacenet III (GTE)	**Transponder**
KTVT	3
WPIX	5

Note: A company name in parentheses following a service or network designates the transponder owner. Source: International Thomson Communications Inc.

Top 100 MSO's

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	5,977,790	(12/88)
2.	American Television & Communications Corp.	3,900,000	(12/88)
3.	Continental Cablevision	2,302,000	(12/88)
4.	Storer Cable Communications	1,516,623	(12/88)
5.	Warner Cable Communications	1,488,720	(12/88)
6.	Cox Cable Communications	1,465,245	(12/88)
7.	Comcast	1,410,000	(12/88)
8.	UA Cablesystems	1,339,729	(10/88)
9.	United Cable	1,251,884	(12/88)
10.	Cablevision Systems Corp.	1,140,014	(11/88)
11.	Newhouse Broadcasting	1,123,634	(12/88)
12.	Viacom Cable	1,114,500	(12/88)
13.	Jones Intercable	1,090,731	(12/88)
14.	Heritage Communications	1,078,085	(12/88)
15.	Times Mirror Cable TV	992,000	(12/88)
16.	Sammons Communications	853,868	(12/88)
17.	Century Communications	774,439	(12/88)
18.	Cooke Cablevision	692,790	(12/88)
19.	Adelphia Communications	692,000	(12/88)
20.	Paragon Communications	678,000	(12/88)
21.	Falcon Cable TV	630,000	(12/88)
22.	Cablevision Industries	600,870	(11/88)
23.	Telecable Corp.	560,000	(12/88)
24.	Centel Cable	558,399	(11/88)
25.	Rogers Cablesystems Inc.	529,708	(12/87)
26.	Scripps-Howard	501,000	(12/88)
27.	Prime Cable	455,123	(12/88)
28.	Wometco Cable TV	449,901	(12/88)
29.	Tele-Media	413,885	(12/88)
30.	Post-Newsweek Cable	396,000	(12/88)
31.	Multivision Cable TV	381,627	(4/88)
32.	WestMarc Communications	350,145	(12/88)
33.	Lenfest Group	347,351	(11/88)
34.	TCA Group	337,999	(1/88)
35.	Maclean Hunter Cable TV	331,599	(12/88)
36.	Multimedia Cablevision	313,167	(4/88)
37.	Rifkin & Associates	304,000	(12/88)
38.	Colony Communications	301,576	(12/88)
39.	TKR Cable	268,195	(12/88)
40.	Western Communications	260,742	(12/88)
41.	Star Cablevision Group	251,629	(12/88)
42.	Simmons Communications	243,826	(12/88)
43.	Cencom Cable	240,000	(12/88)
44.	Communications Service Inc.	228,526	(12/88)
45.	Hauser Communications	221,000	(11/88)
46.	Service Electric Cable TV Inc.	220,000	(8/88)
47.	Taft Cablepartners	207,880	(6/88)
48.	Greater Media	183,627	(11/88)
49.	Media General	167,261	(12/88)
50.	Harron Communications	167,261	(12/88)
51.	Sutton Capital Group	167,000	(12/88)
52.	Columbia International	166,423	(12/88)
53.	U.S. Cable Corp.	152,000	(12/88)
54.	Insight Communications	152,000	(12/88)
55.	Palmer Communications	151,585	(12/88)
56.	Armstrong Utilities	148,265	(12/88)
57.	McDonald Group	142,548	(4/87)
58.	Triax Communications	141,000	(6/88)
59.	Northland Communications	133,602	(12/88)
60.	Summit Communications	132,713	(12/88)
61.	Cable Systems USA	132,462	(12/88)
62.	Bresnan Communications	124,058	(12/88)
63.	King Videocable	120,740	(12/88)
64.	Sonic Communications	118,000	(12/88)
65.	Booth Communications	116,480	(12/88)
66.	Susquehanna Broadcasting	112,205	(12/88)
67.	Midcontinent Cable Systems Co.	102,672	(8/88)
68.	United Video Management	100,641	(12/88)
69.	Pencor Services	96,678	(12/88)
70.	First Carolina Communications	93,860	(12/88)
71.	Omega Communications	90,500	(3/88)
72.	WEHCO Video	90,038	(8/88)
73.	Selkirk Communications	74,428	(8/88)
74.	Coaxial Communications	74,000	(12/88)
75.	Gilbert Media	72,000	(12/88)
76.	Rock Associates	67,802	(5/88)
77.	Chanbers Communications Corp.	63,530	(12/88)
78.	Douglas Communications	60,364	(12/88)
79.	Cardinal Communications	58,900	(12/88)
80.	James Cable Partners	58,811	(12/88)
81.	Hearst Communications Of California	57,410	(12/88)
82.	Prestige Cable TV Inc.	56,514	(12/88)
83.	C-TEC Cable Systems	56,250	(12/88)
84.	Joseph Gans Cable TV	54,000	(12/88)
85.	State Cable TV	53,700	(12/88)
86.	Pagnotti Ins.	52,590	(12/88)
87.	Telesat Cablevision Inc.	52,590	(12/88)
88.	Leonard Communications	51,700	(12/88)
89.	Buchow & Elkin Communications	50,711	(12/88)
90.	Galaxy Cablevision	50,612	(12/88)
91.	Helicon Corp.	50,000	(3/88)
92.	Barden Cablevision	50,000	(12/88)
93.	New England Cablevision	49,586	(6/88)
94.	Donrey Media Group	45,585	(12/88)
95.	CableAmerica	42,337	(5/88)
96.	CableSouth Inc.	41,537	(12/88)
97.	Eastern Connecticut Cable TV	41,444	(9/88)
98.	Easch Communications	41,000	(11/88)
99.	Star Cable Associates	40,000	(12/88)
100.	Acton Corp.	38,500	(12/87)

Subscriber counts are provided by MSOs and systems to Cable Vision. *Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to Cable Stats, 432 park Avenue So., Ste 1210, New York, NY 10016.*

Top 100 Systems

Rank	Location	Operator	Basic subs	
1.	Woodbury (Long Island), NY	Cablevision Systems Corp.	311,107	(12/88)
2.	San Diego, CA	Cox Cable	284,343	(3/88)
3.	Manhattan, NY	ATC	245,000	(3/88)
4.	San Antonio, TX	Rogers Cablesystems	221,894	(12/87)
5.	East Orange, NJ	Maclean Hunter	203,117	(5/88)
6.	Puget Sound, WA	Viacom	203,000	(6/88)
7.	Phoenix, AZ	Times Mirror	200,000	(10/88)
8.	Honolulu, HI	ATC	194,000	(3/88)
9.	Houston, TX	Warner	189,104	(6/88)
10.	Hartford/Plainville/Vernon, CT	United	172,289	(5/88)
11.	Chicago (suburbs)	Continental	168,000	(4/88)
12.	Wayne, NJ	UA Cablesystems	166,241	(6/88)
13.	Louisville/Jeff. Co., KY	Storer Communications	163,722	(5/88)
14.	Rochester, NY	ATC	163,000	(10/88)
15.	Englewood, CO	United	161,002	(5/88)
16.	Cincinnati, OH	Warner	158,929	(5/88)
17.	Hampton Roads, VA	Cox Cable	158,003	(3/88)
18.	Fairfax, VA	Media General	157,000	(11/88)
19.	Atlanta, GA	Prime Cable	153,557	(3/88)
20.	Tulsa, OK	United	153,454	(12/88)
21.	Jacksonville, FL	Continental Cablevision	153,000	(4/88)
22.	Connecticut Complex	Cab'evision Systems	151,757	(12/88)
23.	Cherry Hills, NJ	NYT	145,075	(7/87)
24.	Orlando,FL	ATC	143,500	(6/87)
25.	San Jose/Campbell, CA	Heritage	137,962	(8/88)
26.	Kansas City, MO	ATC	137,000	(12/87)
27.	Baltimore County, MD	Comcast	136,096	(6/88)
28.	Manhattan, NY	Paragon	136,000	(4/88)
29.	Buffalo, NY	Adelphia Communications	132,801	(3/88)
30.	St. Louis Co., MO	Cencom Cable	131,715	(12/88)
31.	Charlotte, NC	ATC	128,000	(3/88)
32.	Memphis/W. Memphis, TN	ATC	126,000	(12/87)
33.	San Francisco, CA	Viacom	123,000	(6/88)
34.	Pompano, FL	Continental	123,000	(4/88)
35.	Martin/Stuart Co., FL	Centel	125,486	(11/88)
36.	San Diego, CA	ATC	121,000	(3/88)
37.	Long Island, NY	Viacom	120,700	(3/88)
38.	Austin, TX	ATC	119,000	(3/88)
39.	Seattle, WA	TCI	112,500	(12/87)
40.	Warren, NJ	TKR	112,116	(7/88)
41.	Toledo, OH	Blade Communications	109,861	(5/88)
42.	Dallas, TX	Heritage	107,680	(5/88)
43.	Southeast Michigan	Comcast	104,803	(6/88)
44.	San Juan, PR	Multivision Cable	104,757	(12/86)
45.	Grand Rapids, MI	UA Cablesystems	103,661	(6/88)
46.	Wilmington, DE	Heritage	103,255	(5/88)
47.	Jefferson Parish/Kenner, LA	Cox Cable	101,919	(3/88)
48.	Pinellas County, FL	Newhouse	100,614	(6/88)
49.	Brooklyn/Queens, NY	Warner	100,000	(1/89)
50.	Tacoma, WA	Viacom	99,000	(6/88)
51.	Raleigh/Durham, N.C.	ATC	98,000	(3/88)
52.	Chicago Suburbs, IL	Centel	98,000	(11/88)
53.	Indianapolis, IN	Comcast	97,790	(6/88)
54.	Boston, MA	Cablevision Systems	96,971	(12/88)
55.	Escondido, CA	Times Mirror	96,519	(4/88)
56.	Richmond, VA	Continental	95,294	(12/88)
57.	Dade/Broward, FL	Storer	94,577	(5/88)
58.	Worcester Complex, MA	Greater Media	92,148	(12/88)
59.	Pittsburgh, PA	TCI	91,000	(12/87)
60.	Nashville, TN	Viacom	90,000	(6/88)
61.	Tampa, FL	Paragon	90,000	(10/88)
62.	Chicago, IL	Group W	89,500	(7/88)
63.	Jackson MS/Monroe LA	ATC	89,000	(3/88)
64.	Naples, FL	Palmer	88,905	(12/88)
65.	Milwaukee, WI	Warner	88,126	(5/88)
66.	Wichita, KS	Multimedia Cablevision	86,929	(12/87)
67.	Las Vegas, NV	Prime Cable	86,852	(5/88)
68.	Orange County, CA	Times Mirror	86,607	(4/88)
69.	Greensboro, NC	ATC	86,000	(3/88)
70.	Dover/Morristown, NJ	Sammons	82,871	(5/88)
71.	Portland, OR	Rogers	82,587	(6/88)
72.	Harrisburg, PA	Sammons Communications	82,334	(5/88)
73.	South Bend, IN	Heritage	80,776	(5/88)
74.	Oakland County, MI	United	80,564	(5/88)
75.	New Orleans, LA	Cox Cable	80,348	(3/88)
76.	Independence,MO	Jones	79,897	(11/88)
77.	Baton Rouge, LA	UA Cablesystems	79,586	(4/88)
78.	Albuquerque, NM	Jones Intercable	79,199	(10/88)
79.	Akron, OH	Warner	79,070	(5/88)
80.	Hillsborough, FL	Paragon	79,000	(4/88)
81.	Columbus, OH	Warner	78,454	(5/88)
82.	Indianapolis,IN	ATC	78,000	(3/88)
83.	St. Petersburg, FL	Paragon	78,000	(4/88)
84.	Medford Complex Boston Suburbs, MA	Warner	77,167	(5/88)
85.	South Texas, TX	Heritage	77,160	(5/88)
86.	Fresno, CA	Continental	76,326	(9/88)
87.	Cleveland Heights, OH	Viacom	76,000	(6/88)
88.	Allentown, PA	Service Electric	75,000	(9/87)
89.	Melbourne/Cocoa, FL	ATC	74,200	(6/87)
90.	Fayetteville, NC	ATC	74,000	(3/88)
91.	Flint, MI	Comcast	72,923	(6/88)
92.	Little Rock, AR	Storer	72,681	(5/88)
93.	Providence/Warwick, RI	Times Mirror	73,605	(5/88)
94.	Omaha, NE	Cox Cable	73,361	(3/88)
95.	Ocean County, NJ	Adelphia	72,355	(3/88)
96.	Pleasant Hill, CA	WestMarc Communications	72,344	(12/88)
97.	Lincoln, RI	Heritage	71,625	(5/88)
98.	Oklahoma City, OK	Cox Cable	70,371	(3/88)
99.	Des Moines, IA	Heritage	70,148	(5/88)
100.	Santa Monica, CA	Century	69,900	(12/86)